

Tobacco Use Prevention/Lung Cancer Committee Meeting #1

August 27, 2002, 2-4pm

DHMH, 201 W. Preston Street, Room 301

⇒ Introductions and background information

- Robert Villanueva, Executive Director of the State Council on Cancer Control, briefly reviewed the application for funding from the CDC and outlined the idea of comprehensive cancer control. He also reviewed the organizational structure of the planning process and the evaluation component of the grant. Evaluation surveys must be completed by each committee member at the end of each meeting. Evaluations can also be completed online at <http://www.marylandcancerplan.org/evaluation.html>
- Mr. Villanueva also described the goals and objectives of this committee and gave a general outline of the timeline and major events in the planning process including the Town Hall Meetings and Consensus Conference. He described the use of the website for posting of meeting minutes and information, and committee members agreed to have their names and affiliations listed on the website.

⇒ Presentation of Tobacco Use Data from Baseline Study (Bob Fiedler)

- Review of Maryland's system for surveillance of tobacco use behaviors, attitudes, and knowledge. The system employs two surveys, the Maryland youth Tobacco Survey and the Maryland Adult Tobacco Survey.
- Review of relevant youth data, including tobacco use by race and ethnicity, gender, and grade level. Also reviewed the usual source of cigarettes for youth and percentages that have tried to quit smoking.
- Review of relevant adult data, including tobacco use by race and ethnicity, gender, age, income, and education level. Discussion of the correlation between ever having smoked and status as a current smoker, especially among the African-American population. Discussion of percentage of adults in a "smoke free workplace" and what this term describes. Questions regarding the percentage of high school drop-outs and if/how the habits of this population are included in the data.
- Discussion of funding and contract awards under the CRF.

⇒ Legal Resource Center (Michael Strande)

- The focus of the Legal Center is to provide legal support to the local health departments regarding tobacco regulation, litigation, and advocacy.
- A needs assessment for all 24 jurisdictions has been completed and a full report will be available soon. This assessment surveys what laws exist in different jurisdictions and what types of enforcement problems have been encountered.
- Discussion regarding the manpower of the Legal Center.
- Discussion regarding the outlook of the jurisdictions and examples of policy they are interested in pursuing.
- Question regarding the Advisory Board for the Legal Center. This Board is in the process of being set up.

⇒ Counter-marketing and Media (Joan Stine)

- A 14 month contract has been awarded with a 5 year option to renew.
- The campaign focuses on the establishment of brand identity and community/grassroots mobilization. The campaign invites people to join local coalitions and some jurisdictions may be more receptive than others to growing their coalitions.
- The campaign utilizes advertising (television, radio, print, and outdoor), coalitions and community groups, and the website www.smokingstopshere.com

⇒ **Other Projects and Funding (Dawn Berkowitz)**

- Funding from the American Legacy Foundation supports a statewide movement which is for youth, by youth. The group held their first meeting in July and created the name “TRASH” (Teens Rejecting Smoking Habits). They hope to establish brand continuity with the “HERE” campaign and will have a separate website for youth.
- Federal funding supports policy initiatives and helps to target colleges for tobacco use prevention.

⇒ **Local Public Health Component (Lawrence Carter)**

- Local public health is the fifth component of the CRFP and is made up of community, school based, cessation, and enforcement elements.
- Review of the accomplishments of the various elements of the local public health component for FY01.
- Discussion of the challenges facing the program, including coalition stability.
- Discussion regarding funding for Smoke Free Maryland and the availability of a statistic to show how many kids are impacted by school nurse clinics.

⇒ **Local Policy Initiatives (Mark Breaux)**

- Most jurisdictions are focusing on product placement and/or civil enforcement. A summary can be found in section 7 of the committee materials binder.

⇒ **Discussion**

- Managing for results
- Involvement of private organizations

⇒ **Next Meetings**

Friday, September 13, 2pm

Monday, September 30, 2pm